News Release

ATARI®
A Warner Communications Company

FOR IMMEDIATE RELEASE   Contact: A. J. Sekel
                                                         (408) 942-6790

ATARI INTRODUCES ENHANCED VERSION OF LOGO
THE LEARNING LANGUAGE FOR ALL KIDS

SUNNYVALE, CA -- This summer The ATARI Products Company will introduce a
powerful new version of the popular high-level computer programming language,
Logo, for use in schools and homes. ATARI Logo provides a friendly
introduction to programming, a serious tool for advanced programmers, and a
medium for educational discovery.

Collision detection, animation, and four dynamic graphics "turtles", not
usually found in other versions of Logo, allow users to create video
game-quality animated graphics. Other unique features of ATARI Logo include
128 colors available simultaneously on one screen and multi-voice sound
capabilbities. Joysticks and paddle controllers can add a playful dimension
to ATARI Logo programming.

With ATARI Logo users can create programs that converse in recognizable words
and sentences. Since commonplace words are used, beginners can manipulate
text and shapes on the TV screen the very first time they use Logo.

- more -

The simple ATARI Logo vocabulary can be expanded to suit individual needs and grow with the user. By experimenting with ATARI Logo, students discover the principles of computer programming.

The ATARI Logo program cartridge works on all Atari Home Computers and requires as little as 16K RAM. The complete package, including a handy reference guide and two 200-page manuals. Introduction to Programming Through Turtle Graphics and ATARI Logo Reference Manual, sells for the suggested retail price of $99.95. Institutional customers may purchase manuals and program cartridges separately.

ATARI Logo is exclusively designed and manufactured for all Atari Home Computers by Logo Computer Systems, Inc., of Montreal.

Atari Inc., a subsidiary of Warner Communications Inc., is a leading designer and manufacturer of home computers, peripherals and software for a variety of applications, as well as coin video games and home video games.

#   #   #

ATARI LOGO*

CODE NO.
KX7079 CARTRIDGE

SUGGESTED RETAIL PRICE
$99.95

AVAILABLE
NOW

REQUIRES
16K RAM

SUMMARY   Perfect programming language for beginners. Uses everyday words and multiple turtles to enhance math and language skills. Simple enough for pre-schoolers, yet expandable enough to interest experienced programmers.
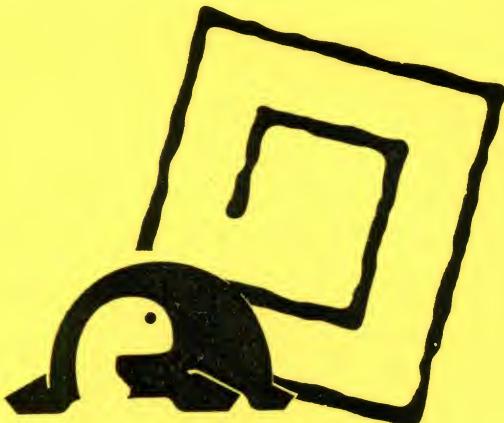
FEATURES

- Dynamic turtle graphics
- Built-in collision detection
- Unlimited shapes via shape editor
- 128 colors
- Built-in (2-voice) sound capabilities
- Compatible with all Atari Home Computers

TARGET MARKET   Beginning programmers. 3 and up.

MARKET RESEARCH   Logo was developed at MIT 16 years ago and widely accepted by educators as an introductory programming language. Many computer publications have had special issues on LOGO and have regular monthly columns about LOGO.

ADVERTISING   Alan Alda TV spot—Fall '83; National print ads in consumer magazines—fall-winter '83-'84.

PROMOTION   General Foods Box Top Redemption—fall-winter '83-'84

ATARI LOGO*

BRING IT HOME!

Now eager computer users of all ages can learn programming the easy way, with Atari Logo.

Fast becoming *The number 1* educational programming language in the world, Atari makes it possible for you to bring this powerful learning language home.

Here's why:

Feature	Benefit
1. **Atari Logo is a self-contained 16K cartridge.**	• Runs on all Atari computers—from 400's through the new XL line. • Sell to the entire installed base plus drives new computer sales.
2. **No other hardware required to run Atari Logo.**	• Less expensive to install and run than Apple Logo. TI Logo, and many other Logo systems.
3. **Full-featured Logo for only $99.95**	• Minimal investment; maximum potential for learning to program.
4. **Famous ''turtle graphics'' with four dynamic turtles that LOOK like turtles.**	• Direct, graphic way to learn to program. • Easy to tell the directions turtles move. • Engaging to program; fun to watch.
5. **128 colors; 3 pens.**	• Create powerful graphics and dynamic color displays. • Vary backgrounds, turtle colors, and lines in pictures.
6. **Turtle shape editor, collision detection, joystick or paddle input and two voice sound capability.**	• Puts simple, original video game development into the hands of everyone. • Create powerful animation with sound effects and music.
7. **List processing capability.**	• Lets the computer handle words in a simple and natural manner. • State of the art approach to programming, including robotics and artificial intelligence.

*This product was developed and manufactured for ATARI, INC. by Logo Computer Systems, Inc.